

Parks Make Life Better Video Contest!

Get Active from the Ground Up



PROJECT GOAL

A video competition that will connect California State Board of Education English Language Arts curriculum standards with real-life, positive camping or park experiences that depicts student classrooms or their family and friends partaking in an outdoor activity at any one of San Diego County Parks and Recreation Facilities.

PROJECT TIMELINE

Project will begin with solicitations beginning September 1, 2013 and will cease accepting video submittals on December 31, 2013. Winners from each bracket will be announced by March, 2014. Winners will be notified via phone or email, and announcements will be posted on the San Diego County Parks and recreation website and/or social media feeds.

COMPETITION

The theme of this competition is “Parks Make Life Better.” The video should depict an experience youth have had with his/her classmates, family or friends while enjoying a park (i.e. camping, hiking, mountain biking, recreation class, playground, nature talk, etc.). The theme reinforces the need for students to get outside, be active and healthy, and experience all that nature has to offer.

Some examples include open spaces to run and play, active recreation classes, opportunities for organized sports, trails for hiking in nature, or environment preservation with a volunteer project, just to name a few. Other examples could be a combination of various student videos put together showing how the parks system have made lives better for students in the class.



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ENGLISH LANGUAGE ARTS CURRICULUM STANDARDS

The video contest is aligned with the state of California education academic standards for English Language Arts. The content standards are designed to encourage the highest achievement of every student while encouraging outdoor activity. The following standards apply for each grade:

Grade 5

Visual and Performing Arts – Creative Expression

- 2.3 Demonstrate beginning skill in the manipulation of digital imagery (e.g., computer generated art, digital photography, or videography).

English-Language Arts

- 1.0 Listening and Speaking Strategies
 - 1.1 Students deliver focused, coherent presentations that convey ideas clearly and relate to the background and interests of the audience. They evaluate the content of oral communication.
- 2.0 Speaking Applications (Genres and Their Characteristics)
 - 2.1 Students deliver well-organized formal presentations employing traditional rhetorical strategies (e.g., narration, exposition, persuasion, description). Student speaking demonstrates a command of standard American English and the organizational and delivery strategies outlined in Listening and Speaking Standards 1.0.

Grade 6

Visual and Performing Arts – Creative Expression

- 2.6 Use technology to create original works of art.

English-Language Arts

- 1.0 Listening and Speaking Strategies
 - 1.1 Students deliver focused, coherent presentations that convey ideas clearly and relate to the background and interests of the audience. They evaluate the content of oral communication.
- 2.0 Speaking Applications (Genres and Their Characteristics)
 - 2.1 Students deliver well-organized formal presentations employing traditional rhetorical strategies (e.g., narration, exposition, persuasion, description). Student speaking demonstrates a command of standard American English and the organizational and delivery strategies outlined in Listening and Speaking Standard 1.0.



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Grade 7

Visual and Performing Arts – Creative Expression

- 2.6 Create an original work of art, using film, photography, computer graphics, or video.

English-Language Arts

1.0 Listening and Speaking Strategies

- 1.1 Students deliver focused, coherent presentations that convey ideas clearly and relate to the background and interests of the audience. They evaluate the content of oral communication.

2.0 Speaking Applications (Genres and Their Characteristics)

- 2.1 Students deliver well-organized formal presentations employing traditional rhetorical strategies (e.g., narration, exposition, persuasion, description). Student speaking demonstrates a command of standard American English and the organizational and delivery strategies outlined in Listening and Speaking Standard 1.0.

Grade 8

Visual and Performing Arts

- 2.3 Create an original work of art, using film, photography, computer graphics, or video.

English-Language Arts

1.0 Listening and Speaking Strategies

- 1.1 Students deliver well-organized formal presentations employing traditional rhetorical strategies (e.g., narration, exposition, persuasion, description). Student speaking demonstrates a command of standard American English and the organizational and delivery strategies outlined in Listening and Speaking Standard 1.0.

2.0 Speaking Applications (Genres and Their Characteristics)

- 2.1 Students deliver well-organized formal presentations employing traditional rhetorical strategies (e.g., narration, exposition, persuasion, description). Student speaking demonstrates a command of standard American English and the organizational and delivery strategies outlined in Listening and Speaking Standard 1.0.





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VIDEO CATEGORY IDEAS

The ideas listed below are meant as brainstorming ideas for filming. Please note that no class is restricted to what's listed below. Workable options could include parents, and volunteers taking small groups of children and classmates to a parks site. Video clips could be edited together and developed in class for credit and participation.

- Youth with classmates, family, or friends raising awareness about an environmental issue such as recycling, water clarity, or trash and debris collection that would benefit our County Parks and facilities.
- Youth with classmates, family, or friends talking about San Diego's habitat and why it's important to preserve our natural resources.
- Youth with classmates, family, or friends discussing wildlife and how we can ensure that species thrive at our County Parks and Preserves.
- Youth with classmates, family, or friends utilizing County park trails by hiking, biking, or riding horses.
- Youth with classmates, family, or friends taking a camping trip.
- Youth with classmates, family, or friends exercising at any county park or facility.

VIDEO ENTRY REQUIREMENTS

- **Length:** Maximum 90 seconds or shorter.
- **Visuals:** A County of San Diego Parks and Recreation facility must be visible, easily recognizable and mentioned in the video. If there is no narration, please identify the location in the graphic at least once during the video.
- **Logo:** The video must include the County of San Diego Parks and Recreation logo. Logo can be found at www.sdparks.org/VideoContest.
- **Format:** Please make sure the quality of your video is sufficient for general viewing. If your video is the winner, the following formats are accepted: MOV, MPG, MP4, AVI, WMV & FLV.
- **Ratings:** Video must be edited and rated G.





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JUDGING CRITERIA

Bracket #1: Elementary School Students (5th- 6th Grade)

Bracket #2: Middle School or Junior High School Students (7th - 8th Grade)

One Grand Prize classroom will be chosen as the winner from each age bracket, and one second place winner will be chosen from each age bracket.

Finalists will be chosen for creativity and approach, focusing specifically on how the video portrays the county facility, and how county parks make life better.

To enter, the teacher will need to post the completed video on You Tube and submit the link for consideration through the County Parks and Recreation website. Simply click on the active link at, <http://www.sdparks.org/VideoContest> to fill out the form and copy the You Tube link into the form.

The first round judging will be done by a panel assembled by San Diego County staff to determine the top (3) in each age bracket. Once those top (3) have been determined, each video will be uploaded to the County of San Diego Parks and Recreation Facebook Page for the general public to view and judge.

The public can vote from January 2, 2014 – January 31, 2014 by “liking” the video of their choice on our Facebook page. The video that has the most likes during the voting period will be crowned the winner for each age bracket. Winners are expected to be announced before March, 2014.

If there is a tie in any bracket, the winner will be determined using a panel of San Diego County staff.

WINNERS CIRCLE

The class who earns first place in each age bracket will receive the following:

1. \$1000 cash prize donated by the San Diego County Parks Society with \$500 going to the school, and \$500 going to the winning class for educational supplies or class equipment;
2. The winning class will receive two free nights of group camping at a County of San Diego campground for a class camping event;
3. Video will be featured on the County online and television mediums such as the County Television Network, You Tube, County News Center, Facebook, and Twitter, and will be featured in County media and public relations materials;
4. Video may be shown at the annual Movies in the Park series.

The class who earns second place will receive the following:

1. \$500 cash prize donated by the San Diego County Parks Society with \$250 going to the school, and \$250 going to the winning class for educational supplies or class equipment.
2. Each student will receive a County Parks and Recreation water bottle.